

## Block-Based Encoding and Decoding Information Transference System and Method

### Abstract of the Disclosure

Methods, apparatuses, and systems enabling an information exchange system allowing for the transmission of a message carrier containing at least one message code along with video and television data, as well as subsequent capture and decoding of the message carrier to identify the at least one message code. As discussed herein, implementations of the invention can be used in connection with an electronic commerce and data interchange system featuring a Universal Digital Assistant (UDA) that facilitates financial transactions and data interchange, as well as dissemination, management and exchange of commercial information (e.g., advertising, promotions, sales announcements, and the like) and personal information (e.g., address and other contact information, driver's license number, and memberships). The invention, in one implementation, provides an end-to-end e-commerce solution that can transform a mobile phone/PDA (Personal Digital Assistant) into a Universal Digital Assistant configured to receive data (e.g., advertising, promotions, and sales announcement information) based on message codes encoded into message carriers disseminated through advertising and content from analog and digital television broadcasts, television receivers, the Internet, wireless signals, radio broadcasts, satellite broadcasts, and print media.